

One Gift Works Many Wonders!



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Fair

Share

*Plain
Talks*

GULF STATES UTILITIES COMPANY
SEPTEMBER, 1966

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Director
Public Relations
Bunch Eads
Editor

Hal Reagan
Associate Editor
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Contributing Editor
Baton Rouge Division

Baton Rouge Sets Safety Record

THE EMPLOYEES OF THE BATON ROUGE DIVISION are up and running again. September 1 marked their completion of **ONE MILLION MAN HOURS** without a single on-the-job disabling injury.

At first sight this seems like a very insignificant accomplishment when compared to the 8,986,638 man hour record which they established from May 1960 through August 1965. But the fact is that a million accident-free man hours is quite an accomplishment in industry today.

We are very pleased to offer our congratulations to the Baton Rouge Division and further hope that this is the beginning of an even greater record than the last.

S. L. Stelly
System Safety Department

The Squares Are at It Again

WE'VE BEEN HEARING a lot about the squares of this world from the so-called "in" hipsters, beatniks, etc. But in spite of this ridiculous ridicule it's the squares of this world who get things done. And here is another group of squares at it again.

Lake Charles Gulf Staters, headed by the garage employees, are taking up a collection to help get young Danny Lee Benoit a swing set.

Danny is ten years old and is mentally retarded. He lives with his grandparents at 2625 Doolan Lane in Lake Charles. The boy's mother is in a Pineville hospital.

Danny will never be able to talk, but he enjoys playing on swings.

A \$25 goal has been set by the Lake Charles Gulf Staters.

This is one group everybody should be proud to be "in" with. Have you been a square today? Why not?

It's Your Job, Too!

EVERY DAY in the United States, according to the National Fire Protection Association estimates, fire levies this tragic toll of death and destruction: 32 lives . . . 1,520 homes . . . 14 schools . . . 8 churches . . . 5 hospitals and nursing homes . . . 120 stores . . . 135 industrial plants.

Only you can improve the record. Prevent fires . . . it's your job, too!



After seven eventful years, Plain Talks Editor Bunch Eads left our Company September 15 for employment in Houston. Mr. Eads came to work for Gulf States as a Plain Talks writer, progressed to associate editor and was named editor of the monthly publication last February. Our best wishes to Bunch.

OUR COVER

THIS MONTH'S COVER by Beaumont artist Jack Shofner points out how important it is for every Gulf Stater to get a gold check for being a United Way FAIR SHARE GIVER. Throughout our Service Area communities are kicking off their local fund raising campaigns. When you get your gold check lapel pin, do you realize your gift is performing many miracles? Do you realize your one gift is being used in so many different ways? Do you realize your one gift is saving you money? SAVING LIVES?

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Member of Southeast Texas Industrial Editors and International Council of Industrial Editors.

THANKS TO YOU!

WHEN YOU GIVE to your United Fund campaign you prove you care about people. Thanks to you and your contribution you will help make our service area a better place in which to live.

Thanks to you someone in our community is getting help which otherwise would not be possible. You may never see the persons you will help, but that is not important.

What is important is that you care enough to help.

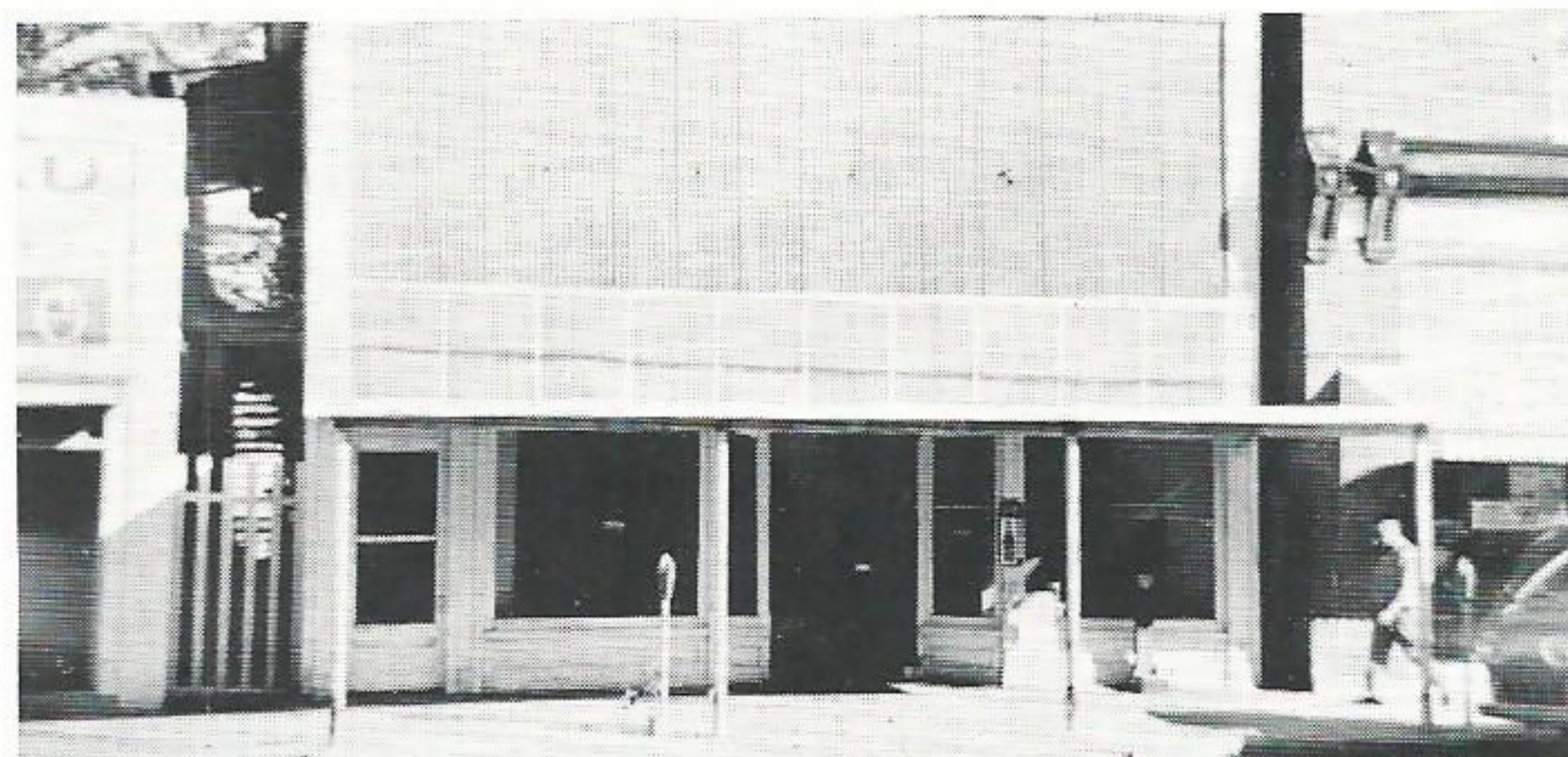
You will provide the wherewithal to provide a multitude of community services, which benefit many families in our service area each year.

They benefit from child care, family service, youth guidance, health programs, character building activities and provide many services for members of our armed forces throughout the world.

The people who benefit from your gift thank you because they are receiving the benefits in an overall program which works to build human dignity. They are receiving the same care and attention as all others without being singled out as recipients of special attention. As full fledged members of the community they remain individuals.



NEW JENNINGS OFFICE. This modern, new office building, housing our Company's Jennings District offices, was dedicated at a ribbon-cutting ceremony during an open house on September 1.



YESTERDAY'S LOOK. The two photographs above show how the site of our new Jennings District office looked before the first of 1966. This old, outmoded structure, which housed the Garman Newstand, was razed.

Open House Held in Jennings For New District Offices

CHAIRMAN RICHARD returned to his hometown and the scene of his early working days with our Company to help cut the ribbon on one of our newest offices as the Jennings District moved into its new quarters at 314 N. Main, in the downtown Jennings business district September 1.



MR. BRAD'S OFFICE. Chairman Richard and B. J. McMaster, district superintendent, discuss the day's program in the district superintendent's office in the new building.

More than 750 persons from the Jennings area visited the new offices during the open house that followed the ribbon cutting ceremonies.

Chairman Richard was joined by Mayor John Conner who yielded the scissors during the ceremonies.

Of ultra-modern design, the brick and glass front structure was specifically built to house the Jennings District office. It is all-electric, fully air conditioned and contains 3,300 square feet of floor space.

Employees in the office, under the supervision of B. J. McMaster, district superintendent, include a home service advisor, a commercial sales representative, two residential sales representatives, four Accounting Department employees and three meter readers.

In addition to the various offices, the working space contains a retail appliance display floor, a three-station customer service counter and a large, well-appointed demonstration kitchen and auditorium.

Our Jennings District serves some 9,800 customers in the trade area and employs 54 Gulf Staters.

Prior to occupying the new quarters, the district office was housed in "inadequate-quarters" on Railroad Ave.

The new office building was built and is owned by Melvin Garman, engineering assistant in the Jennings T&D, and his sister, Miss Jewell Garman, of Jennings.

Mr. Garman said during the ribbon-cutting ceremonies that being the owner of the new offices put him in an extraordinary position—he has been an employee of our Company for almost 30 years, he is a stockholder of our Company and he is now a landlord to the Company.

The new offices are located on a site which was occupied for many years by the Garman Newstand.

Mayor Conner said, "Not only does this new structure improve the looks of our city, but it combines and helps to produce a more thriving Main Street business area.

"Certainly the storekeepers on Main Street and our citizens are going to profit better than the normal in the past by the part Gulf States is playing here today," the mayor said.

Mayor Conner expressed his appreciation to Mr. McMaster "for his years of hard work for civic betterment and for the prestige he has brought to the City of Jennings." He added that "Brad has always been available when he was needed to help make this town go."

The mayor also thanked the Garmans for their part in improving the downtown district by building the new structure.

During the ceremonies as he turned the program over to Chairman Richard, Mayor Conner said, "Glenn, until you got to riding high in the saddle with your outfit, I was thinking I was about the greatest thing this town every produced. Our respect and admiration go out to you."

Our Company began its operations in Jennings in 1926, and one of the first employees, and later Jennings District manager, was Chairman Richard.



CUT THE RIBBON. Mayor John Conner cuts the ribbon officially opening the new Jennings office. At the left is Chairman Richard, a native of Jennings and a former employee in the Jennings District office.



OUR LANDLORDS. During the ceremony Melvin Garman tells how he achieved a new status with our Company by becoming a landlord. Mr. Garman, senior engineering assistant in the Jennings T&D, has been with our Company almost 30 years. At the left is our landlady, Miss Jewel Garman, Mr. Garman's sister.



TOUR NEW FACILITIES. Some 750 Jennings and area customers were guests of our Company during the open house. At the left, part of the crowd visits the appliance



salesfloor and the Accounting Department. At the right, our guests were treated to refreshments in the beautiful demonstration kitchen and auditorium.

Guess - the - Operating - Cost Contest

Deadline Extended One Month

... still time to get your
entry in and win one
of five Deluxe Hamilton
Beach Blenders



Submit this entry form
before November 1, 1966



ENTRY FORM

Guess-the-Operating-Cost-Contest

Deadline: This entry form must be received by the PLAIN TALKS editor, Beaumont, no later than November 1, 1966.

My estimate for the *average monthly operating cost of the employee's TOTAL ELECTRIC Gold Medallion Home for the 12 months ending with the August, 1966, readings. In the Division is \$_____.

TIE BREAKER: My estimate of the highest monthly electric bill during any one of the winter months (November through April) during the above year was \$_____.

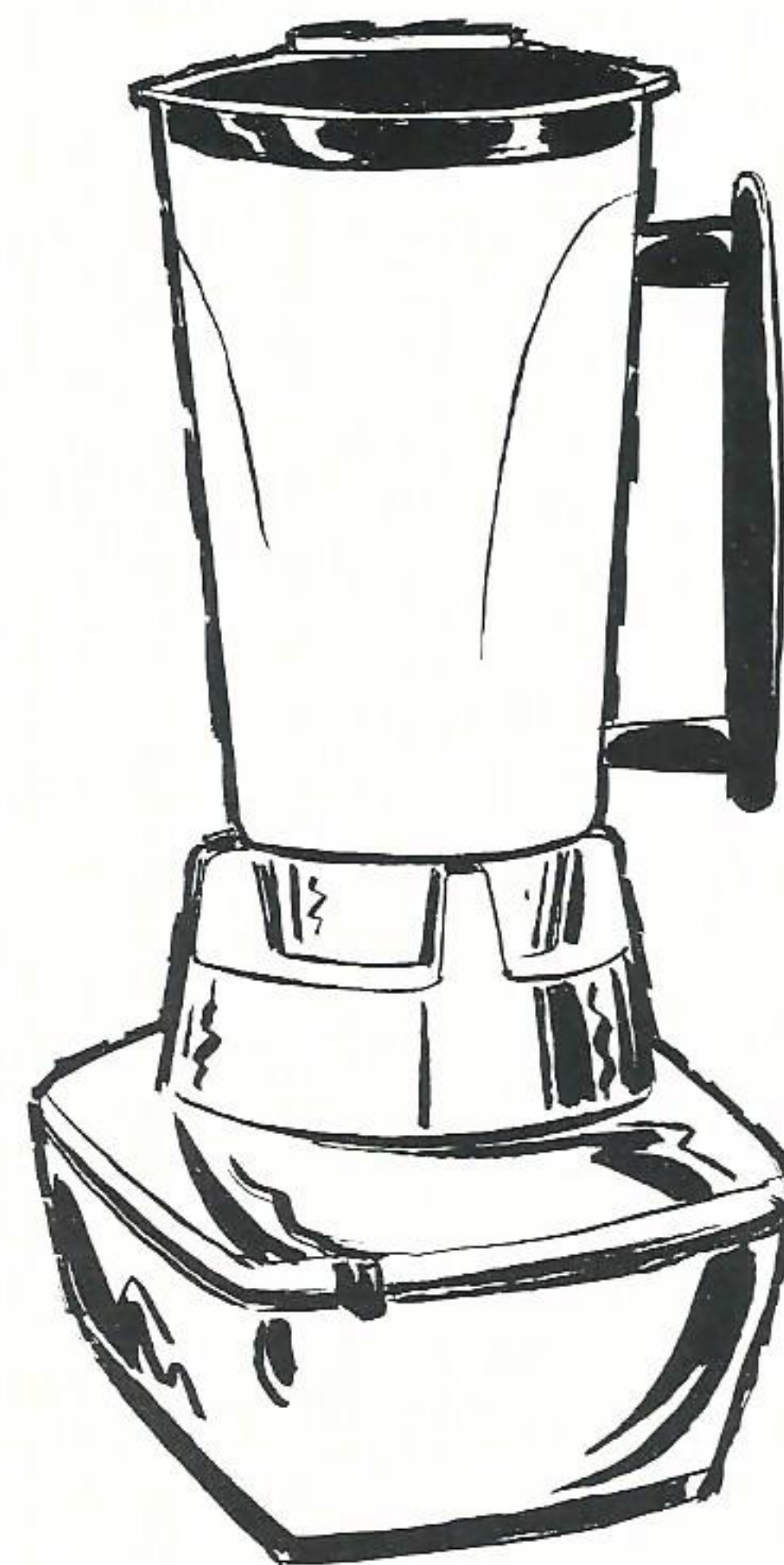
Name _____

Address _____

Send to:

Editor
PLAIN TALKS
Beaumont

*Remember that this is an *average monthly bill* for the period shown. Descriptions of Medallion Homes for each division were given in August PLAIN TALKS.



IN ORDER TO GIVE all Gulf Staters more time to send in their estimate in the Guess-the-Operating-Cost Contest a new deadline date has been set of November 1, 1966.

Clip the entry form and send it in today. Send it to the Editor, PLAIN TALKS, Beaumont. You may be a winner of a Deluxe Hamilton Beach Blender which retails for \$57.70 and a full-color cookbook which would cost you \$8 if you could buy it.

There is a contest for each division. Rules and description of an employees Gold Medallion Home in each division were given in the August PLAIN TALKS.

A tabulation and analysis of the entries will be carried in next month's PLAIN TALKS. Winners will be announced in the November PLAIN TALKS.

Send in your entry today! ENTER NOW!



Mrs. Peddy

Gertrude Peddy To Retire October 1

GERTRUDE PEDDY, departmental clerk in the Beaumont Substation Department, will retire October 1.

Mrs. Peddy, who was employed as the first woman meter reader during World War II, has been with our Company since September 30, 1942. After reading meters for two years she was made a customer's accounting clerk. In 1947, she transferred to the Purchasing Department as a clerk. She has been at the Beaumont Service Center as a departmental clerk since 1955.

Mrs. Peddy is a native of Beaumont where she attended the South Park schools. She is a member of St. Marks' Episcopal Church and has been a member and held various offices in the Business and Professional Women's Club of Beaumont for 22 years. Mrs. Peddy has three children, 11 grandchildren and one great grandson.

Following her retirement, Mrs. Peddy will move to Edgewater, Maryland, to make her home with her daughter and son-in-law, Mr. and Mrs. W. Joe Demo. After October 1 Mrs. Peddy's mailing address will be Route 2, Box 53, South River Park, Edgewater, Md.

Miller, Powdrill Complete Georgia Tech Utility Program

GUY W. MILLER, operating supervisor, Baton Rouge Division, and **J. L. Powdrill**, liaison engineer, Beaumont, recently returned from participating in the 14th annual public utility executive course at Georgia Tech.

The course was sponsored by the Southeastern Electric Exchange in cooperation with the Georgia Institute of Technology.

A typical weekly schedule of the course of study included coverage of such subjects as: problem solving, public speaking, economics, general management and organization theory, leadership, communications and learning, in-basket exercise, labor relations, trends in labor relations, arbitration, managerial accounting, analysis of financial statements, corporate finance, economics forecasting, managerial statistics, public utility regulations,

marketing, management decision, industry and government, and rates and rate structures. An optional course, reading for speed and comprehension, was available in the late afternoon for those who wished to improve their reading skill.

Program registrants were "in class" for 80 hours of instruction plus 46 hours of problem-solving and case discussions. The schedule consisted of four hours of lecture-discussion daily and two hours of group problem-solving.

The public utility executive course was designed and administered by Professor George E. Maddox of the School of Industrial Management. The program was conducted by Tech's Department of Continuing Education under the sponsorship of the Georgia Tech Industrial Management Center.



COMPLETE GEORGIA TECH COURSE. Guy W. Miller, operating supervisor, Baton Rouge Division, and Jack Powdrill, liaison engineer, Beaumont, discuss classes during a break in Georgia Tech's 1966 public utility executive course. Both attended the month-long course in Atlanta during August. The course is sponsored by the Southeastern Electric Exchange in cooperation with the Georgia Institute of Technology.

Company Praised For Youth Work By County Agents

OUR COMPANY'S continuing work with agriculture and rural youth



Mr. Dugas

o r g a n i z a -
t i o n s throughout
our service area
was again illus-
trated by the Au-
gust 14-16 Texas
County Agricultur-
al Agents Associa-
tion meeting held
in Nacogdoches,

Texas.

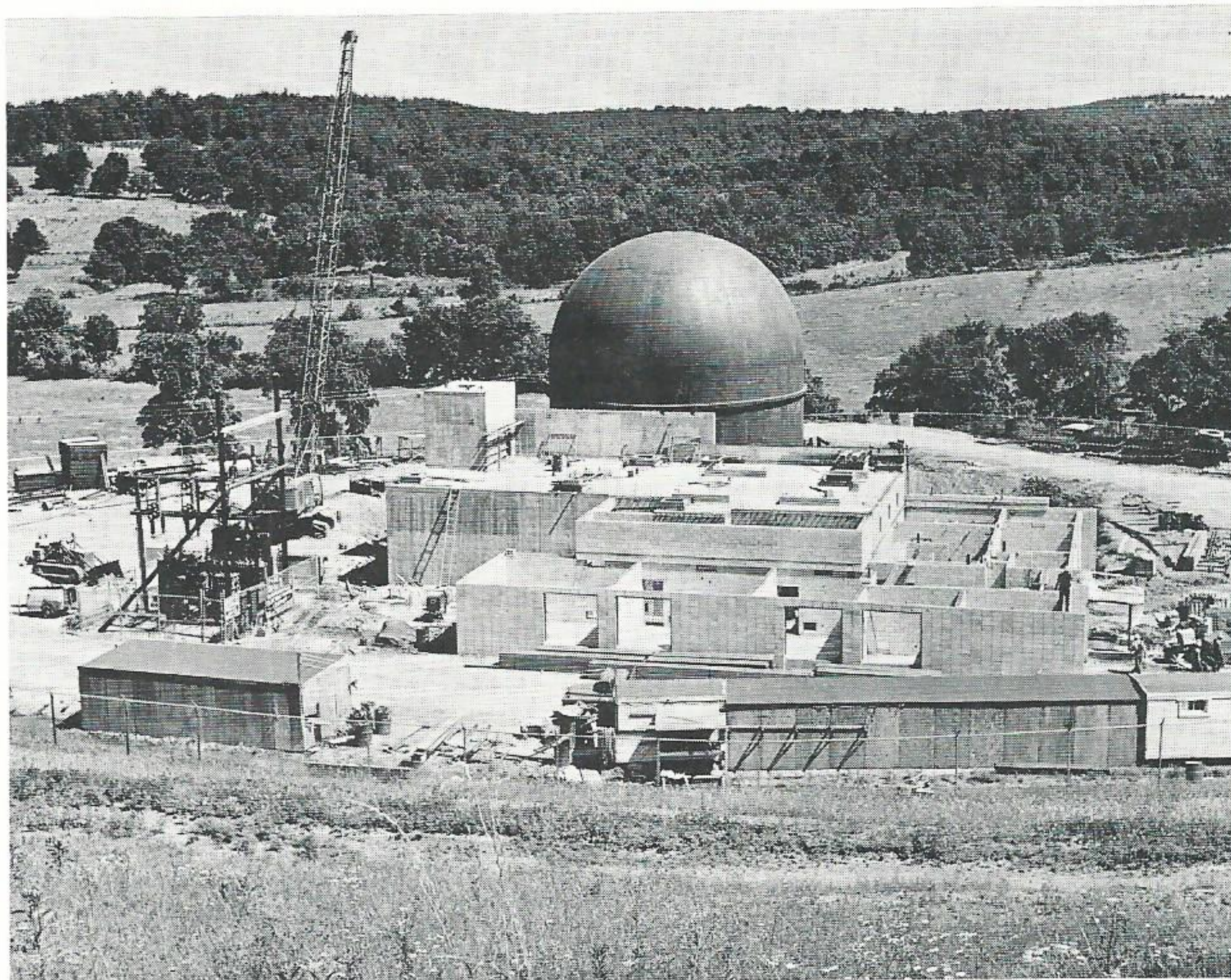
Our Company, along with Texas Power & Light, Southwestern Electric Power and Texas Electric Service, sponsored the banquet.

Already a dozen letters from participating county agents, from as far away as Wichita Falls and as near as Beaumont, have been received by Vice President L. V. Dugas, general sales manager, responsible for our part of the program.

A typical letter to Mr. Dugas sums up the county agents' feelings: "The Gulf States Utilities did a jam up job 'electrifying' the agents and families attending the Texas County Agents Association annual meeting in Nacogdoches. It is most gratifying to see an organization such as yours with the interest in agriculture and youth." The letter was from E. M. Weaver, agricultural agent for Jefferson County.

The annual meetings are arranged through the Agricultural Extension Service of Texas A&M University.

Although the United States has only six per cent of the world's population, more than one-third of the world's total output of electric power is produced in this country. Compared to second-ranking Russia, production of electricity in the United States is about two and one-half times the Soviet total.



GSU-SPONSORED ATOMIC PROJECT. The \$25 million Southwest Experimental Fast Oxide Reactor (SEFOR), under construction near Fayetteville, Arkansas, gives an idea of the shape and size of the research facility, with the walls of the buildings near the massive dome-shaped sodium cooled reactor almost completed. The project is being funded by our Company and 16 other investor-owned electric utilities which are members of Southwest Atomic Energy Associates (SAEA), the West German federal government through its Karlsruhe Laboratory, the European Atomic Energy Community (Euratom), and the General Electric Company. When completed, the research and development work on the fast-breeder type reactor, including the operating program, is expected to cost approximately \$12.7 million and will be financed by the U. S. Atomic Energy Commission. SEFOR is one of three atomic research projects being sponsored by Gulf States.

Pete Carney Authors Article on Company's Line Patrol Work

P. H. "PETE-THE-PILOT" CARNEY, Aviation, Beaumont, was the author of an article in August issue of Transmission & Distribution magazine. Mr. Carney described how our Company's transmission line air patrol solves growing controversies for our Company. He tells how our Company decided to use fixed-wing aircraft, starting back in 1950's on a contract basis, to get an accurate report into the hands of T&D operating personnel as soon as possible.

Mr. Carney, chief pilot for our Company, has been employed since 1957. He has been active in aviation

since 1937, and served as an Air Force pilot during World War II. He attended Texas Christian University and worked for various oil companies prior to joining our Company.



"Oh, John, cut out the melodrama and pay Mr. Foley."

Phares Points Out Importance Of Texas Youth Conference

—By John Phares

Mr. Phares was the Jefferson County representative to the 1966 Texas Youth Conference in Austin this summer and was in charge of selecting the teenage delegates to the conferences. He has been active in the conference work for the last two years. The Port Arthur Junior Chamber of Commerce at that time sponsored a teen club and was looking around for a project for the club. When the first statewide conference was held, the Jaycees became active in it from the beginning. Last year John was able to get the State Jaycees to adopt the conference as its project. John is an engineering assistant in the Port Arthur T&D-Engineering and has been with our Company since 1957.

THE TEXAS YOUTH CONFERENCE was first begun as an experiment in Austin in 1963 by the office of the Attorney General of the state of Texas. That first year, 300 students from the Austin high schools were asked to present ideas that they thought would be useful in the prevention of juvenile crime. They were asked to be a part of the solution instead of part of the problem of the steadily increasing rate of juvenile crime. The idea proved so successful, that in 1964 teenagers from all across Texas were given the opportunity to attend, engage in the exchange of ideas and add to the impressive list of projects being carried out by the youth of Texas.

One of the most outstanding programs that has resulted from this conference has been the establishment of teenage juries in this state. Texas now has more teen juries than the other 49 states combined; sixty cities now operate them and this represents over 75 per cent of the population

of Texas. In Houston more than 22,000 students have served on teen juries and teenage traffic accidents have been reduced by 20 per cent, DWI cases among teenagers have dropped 50 per cent and 12 out of 27 categories of juvenile arrests have been reduced, all of this with in a two-year period.

Hundreds of other young people in all parts of Texas are engaged in tutorial programs aimed at helping potential sixth grade dropouts improve enough to stay in school. Corpus Christi has been especially successful in this program.

As of this year, over 6,000 students have attended the Texas Youth Conference. This figure does not give a true picture of the scope of the Conference, because in reality over 250,000 teenagers in Texas are actively engaged in one or more of the programs that have been developed by the Texas Youth Conference.

The true significance also lies in the fact that Texas is the first state in 50 years to report a drop in the juvenile crime rate, and the TYC has been given a great deal of credit for this. This is why the FBI sent agents to the 1966 Conference to study the methods used in the Texas Conference that make it so successful. Students from Kansas, Maine and Florida were also in attendance this year to learn how to establish this program in their own states.

Over 50 students from Jefferson county have attended these conferences during the past two years. Civic clubs, churches, and business people from Beaumont, Pt. Arthur, Nederland, Pt. Neches, Groves and Winnie have provided the necessary funds for these trips. Upon their return from this year's conference, these students formed the Jefferson County Youth Council with the goal of setting up a teenage jury system for this county.



HONORED FOR YOUTH WORK. John Phares, Port Arthur Engineering, was awarded this recognition certificate while attending the Texas Youth Conference in Austin this summer. The certificate was presented Mr. Phares for his outstanding service to the youth of Jefferson County and of Texas.

gulf staters in the news

V. P. Gayle, manager residential sales, has been elected president of the North Jefferson County Unit of the American Cancer Society for the year 1966-67. Mr. Gayle has served the Society for over 15 years in various capacities in both the district and on the local board of directors.

Ralph Shirley, safety representative, Baton Rouge, has been elected secretary of the Greater Baton Rouge Chapter of the American Society of Safety Engineers.

Ed Hodges, sales superintendent, Lake Charles Division, has been named vice chairman of the 1966 Calcasieu United Appeals Campaign.

Jimmie White, grandson of **Phil Newman**, sales superintendent, Navasota Division, was recently presented the Eagle Scout award, Scouting's highest rank. Jimmie is the son of Mr. and Mrs. James White. Scoutmaster for the troop is Harlan "Hardy" Stabler, Navasota Meter Department.

Lanier, Operating Superintendent, Selected to Attend Harvard Program

ROBERT LANIER, formerly operating supervisor, Navasota Division, has been named to succeed Robert Morton as operating superintendent. Mr. Morton retired September 1 after more than 37 years of service.



Bob Lanier

Mr. Lanier has been in Navasota as operating supervisor since June, 1965. Prior to that he was district superintendent at Huntsville for five years.

He joined our Company as an engineering assistant at Beaumont in 1949 following his graduation from Louisiana State University with an electrical engineering degree. He served in the U. S. Navy during World War II.

Shortly after being employed he was named a junior engineer. He worked in Beaumont until transferred to Port Arthur in 1952. A year later he was promoted to engineer and in 1956 was named division engineer. He was promoted to project engineer and was transferred to the system engineering department in 1958.

A native of New Orleans, Mr. Lanier is married to the former Naomi Kirkland of Liberty, Miss. They have three children, Ronald, a junior at Navasota High; Glenda, a student at Navasota Junior High; and Jerry.

The Laniers are members of the First Baptist Church where he is a deacon. He is a member of the Grimes County Chamber of Commerce and a registered professional engineer of the state of Texas. He served in the U. S. Navy during World War II.

Mr. Lanier has been selected as one of 160 business executives and government officials from the United

States and several foreign countries to participate in the 50th session of the Advanced Management Program of the Harvard University Graduate School of Business Administration.

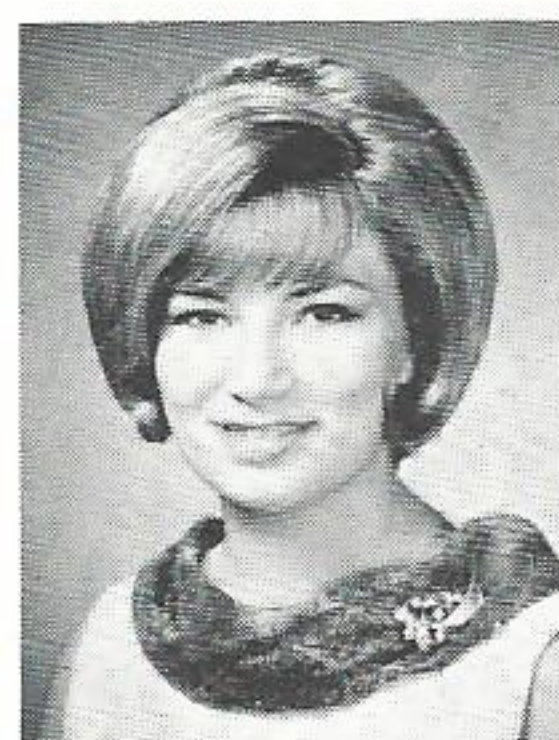
The 13-week course, oldest and largest resident management-development program in the United States, is designed especially to prepare management to exercise full leadership responsibility in an age of unprecedented change and challenge. The 50th session starts September 12 and runs through December 9, 1966.

More than 5,000 executives have been graduated from AMP since 1943 when Harvard Business School started the nation's pioneer university program in executive development.

All participants are nominated and sponsored by their companies or governments in conformance with rigorous standards for admission established by Harvard Business School to assure each class represents a cross section of outstanding business leadership in the United States and abroad.

New Home Service Advisor Joins Staff Of Beaumont Sales

MARY RHOADES, a spring graduate of Lamar Tech, has been employed by our Company as a home service advisor in the Beaumont Division.



Miss Rhoades

Miss Rhoades, who resides with her parents, Mr. and Mrs. C. V. Rhoades, of Beaumont, is a native of Beaumont and attended public schools there. She was graduated from French High School in 1962.

She secured a bachelor of science degree in home economics in May from Lamar Tech. While in college, Miss Rhoades was active in the Home Economics Club, Kappa Omicron Phi fraternity and the Church of Christ Bible Chair.

She was a vice president of the Home Economics Club, treasurer of Kappa Omicron Phi and social chairman of the church Bible chair.

Miss Rhoades was the recipient of the Sabine Area Home Economists' annual scholarship to Lamar Tech her junior and senior years.

Reed Promoted To Line Foreman At Dayton

ROSS REED, formerly utility foreman, Beaumont, has been promoted to line foreman and transferred to Dayton. He succeeds George Adams, who retired September 1.



Ross Reed

Mr. Reed, a graduate of Dayton High School and a native of Dayton, joined our Company in Liberty as a helper in the Line Department in 1946. He progressed to serviceman first class in 1951 and became a lineman first class in 1960. He had been a utility foreman and in Beaumont since 1964.

Mr. Reed, who served in the U. S. Marines during World War II, is married to the former Virginia Lee Hale of Dayton. They have one child, Linda.

After studying auto accidents that killed 177 persons not wearing seat belts, a U.S. Public Health Service study reported that 40 per cent would have lived if they had been wearing belts. In addition, 60 per cent would have been saved if they had also worn shoulder harnesses.

Purdon Transferred To Project Station

G. D. PURDON, JR., Beaumont, an engineer in the Rates and Depreciation Department, has been transferred to the Project Section of Engineering Services as an engineer.

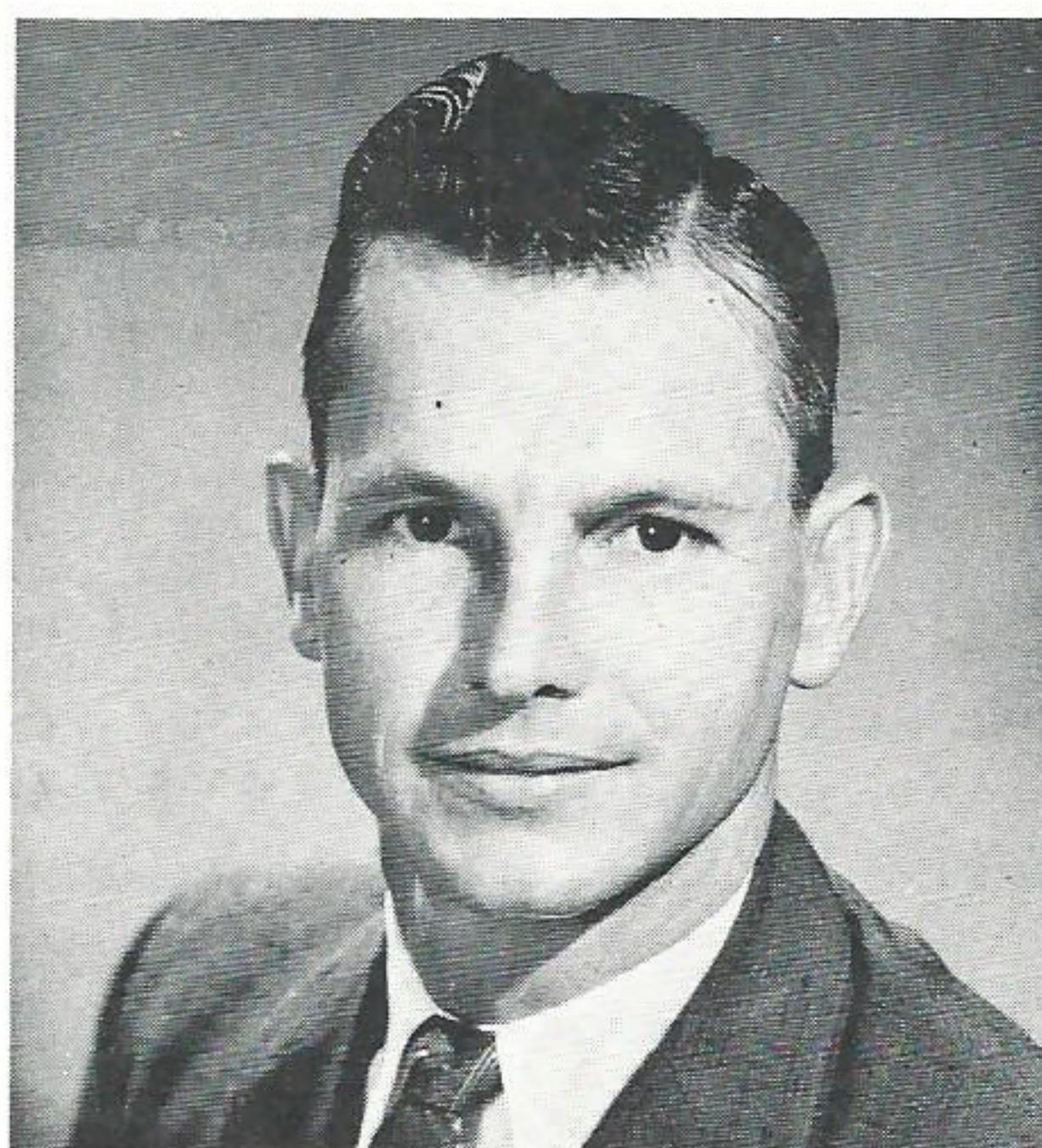


Jeff Purdon

Mr. Purdon joined our Company in June, 1960, and after a six-months orientation was assigned to project engineering, Beaumont Division. He left for military service in April, 1961, and returned in July, 1961, at which time he was assigned to Louisiana Generating Station as an engineer. Mr. Purdon was transferred to Beaumont in 1962 as an engineer in the Rates and Depreciation Department.

Mr. Purdon is a native of Beaumont and attended public schools there, having graduated from South Park High School. He received his bachelor of science degree in mechanical engineering in 1960 from Lamar Tech.

He is married to the former Sandra Sue Grant of Beaumont and he is a charter member of the Beaumont Northwest Lions Club.



Phillip LeDoux

Phillip LeDoux, Sulphur, Dies

FUNERAL SERVICES were held for Phillip LeDoux, 37, residential sales representative, Sulphur, at Carlyss, Louisiana. Mr. LeDoux died at his home on September 8.

Mr. LeDoux was a life long resident of Sulphur where he was a graduate of the public schools. He was transferred to the Sales Department in 1954 as a residential sales representative and was made a residential sales representative senior in 1956.

Survivors include his wife, Mrs. Betty LeDoux; two sons, Chris and

Matt; two daughters, Bettina and Phyllis, all of Carlyss; his parents, Mr. and Mrs. Joseph LeDoux; a brother and a sister.



THRIFT PLAN

PURCHASES OF GULF STATES

Utilities Company stock made by the trustee of the Employee Thrift Plan during August covering employee deductions and Company contributions through July were as follows:

- 3,000 shares of common stock at a total cost of \$74,784.14 or an average cost of \$24.928 per share
- 56 shares of \$4.40 preferred at a total cost of \$4,507.80 or an average cost of \$80.496 per share

These costs included brokerage and commission fees.

The trustees also deposited \$9,919.60 with the savings department of the First Security National Bank of Beaumont.



DAYTON COOKING PROGRAM. Twenty-nine Gulf Staters in the Dayton District were guests at demonstration by Jo Ann Smith, home service advisor, on August 23. Miss Smith, left, prepared a number of dishes on the electric range and electric fry pan. The door prize, an



oven meal, was won by J. L. Terrell and his wife, Vivian. Delmar Sanders, right, residential sales representative, gave a short resume of his department's sales promotion activities.



Customer Letters Continue To Reflect Good Employee Actions

FROM BEAUMONT:

A Gulf Stater never knows when his action will result in good credit to not only our Company, but to himself as well. The following letter from Dr. F. L. McDonald, president of Lamar State College of Technology, Beaumont, to our Woodville office shows how one thoughtful act can produce chain reactions of public favor. The other letters on this page are also the results of other chain reactions. What reactions have your actions been having lately—GOOD or BAD?

Dear Sir:

On August 9th you sent me a note about a cow that had lost a calf on my Trail's End farm. I sincerely appreciate this notification and want to thank you for going out of your way to write me. I had the cow looked after immediately and she is doing fine.

Perhaps this "good neighbor" policy is a part of Gulf States' program, but I rather think it was a personal matter and I most certainly am extremely in your debt for writing me.

Since you did not put your name on the note, I can only make this

effort to reach you through your company.

Sincerely yours,
F. L. McDonald

Dear Dr. McDonald:

Your recent letter to our Meter Reader in the Hillister area relative to your cow has been shown to me. The Meter Reader's name is James (Pop) Tywater.

We appreciate, and I know James does too, your taking the time to thank him for a deed of kindness.

Sincerely yours,
Rex E. Lee, Manager
Beaumont Division

Dear Sirs:

Thank you for the beautiful queen's contest charm you donated to the Little Britches Rodeo. My horse slipped and fell on me four days before the rodeo. It broke both bones in my right leg and cracked my thumb. I am sorry I couldn't write you before this, but I just got my hand out of a splint. I was given your charm even though I couldn't ride in the rodeo. It really means a lot to me!

Thank you,
Kathy Kellett
Nederland, Texas

The following letter was received by L. V. Dugas, vice president and general sales manager, Beaumont, after he had sent Mr. Crooke copies of some slides made by Wallace Sisk of the Advertising Department of a large drilling rig as it went under the Kansas City Southern railroad bridge on Neches River near the General Offices.

Dear Lionel:

Thank you for the color slides of the "Marlin No. 4" leaving our yard. We appreciate your interest in sending these pictures to us. They will be a valuable addition to our collection of rig pictures.

Sincerely,
J. O. Crooke
General Manager

Dear Mr. Dugas:

This is to express my sincere appreciation to you for your support of the Texas County Agricultural Agents Association. Your financial support helped to make our annual meeting at Nacogdoches on August 14-16 the most successful meeting we have ever had.

I appreciate this support personally and I know I speak for the other agents when I also say thanks for your support of the educational programs that we attempt to help with. Without the support of businesses and



PORT ARTHUR FLOOD DAMAGE. These pictures were made following the flood waters that covered much of the Port Arthur area on August 11. The new home of Frank Jones, operating superintendent, Port Arthur, located in Park Place #4 had eight to nine inches of water inside. Ironically, his home is located just over the highway from the city pumps and this area has



never been flooded, not even in Carla's waters. The Village Theatre marquee advertises "The Russians Are Coming" and it looks as if they had come. The entire roof and the northeast wall collapsed during the down-pour. Cause is debatable as to whether it was due to lightning or collection of water on the roof. None of our electrical equipment was burned on the theatre.



COMPANY-SPONSORED TOUR. Some 70 parents and sponsors of Southeast Texas 4-H Club girls competing in the District 11 Dress Revue at Lamar Tech were treated to a tour of the Beaumont-Port Arthur-Orange industrial complex August 11. The tour was sponsored by Houston Lighting and Power and our Company's Beaumont Division Sales. One of the tour guides, Wayne Sullins, industrial engineer, Beaumont, points out interesting facts about the petrochemical plants to an attentive audience. Other guides were Glenn Haines, commercial sales, Beaumont, and Charles DeCuir, residential sales, Beaumont.

industry, the rapid advances of our Texas Agriculture could not be made.

Thanks again for your support, and if our organization can be of assistance, let us know.

Very truly yours,
Alfred A. Croix
Co. Agri. Agent
Panola County

FROM ORANGE:

Dear Sirs:

We want to take this opportunity to thank all the folks at Gulf States for their many acts of kindness and the many courtesies over the years during our stay in Orange. We really appreciate the good service.

Best wishes to all of you.

J. R. Laman

Mr. Laman's letter can only reflect the goodwill that the Gulf Staters at Orange have been able to create. This is the type of reaction that all employees should strive for every day. This letter is only one of the many received each month expressing satisfaction with our service. But with the roses we also get the thorns. We must try at all times not to rate any thorns because of our actions. Mr. Laman was a chemical engineer at Firestone in Orange for a number of years and is now making his home in Akron, Ohio.

FROM CONROE:

Dear Mr. Dinkins:

We have read with pride of the eleven employees of Gulf States Utilities completing phase one of a three year educational program.

It is a credit to you and the company, as well as the individual employee, that so many have taken advantage of this program and use their off hours in this manner.

The First National Bank in Conroe wishes to congratulate you and offer our service to you at all times.

Yours truly,
Donald E. Havins
Vice President & Cashier

FROM HUNTSVILLE:

Dear Mr. Brannan:

Upon returning to work, I find that you have done a nice job in reproducing the brochure on the Huntsville Industrial Foundation building. On behalf of the Board and the members of the Industrial Foundation, we wish to express appreciation to you and to your company for this.

We learned through Frank Robinson that you are making special efforts with some companies in the interest of locating them in your area, and we sincerely hope that it settles down to Huntsville.

When you are up our way, be sure and come by and see us.

Sincerely,
Maurice E. Turner
Secretary-Treasurer

FROM PORT VINCENT, LOUISIANA:

Dear Mr. Krouse,

I'm glad that somewhere there is an old cliché, "Better late than never." This is a belated thanks for the very nice pen and pencil set which you presented to me on behalf of Gulf States at the conclusion of our camping session at Grant Walker.

Immediately after returning from camp, I enrolled in Southeastern, Louisiana College summer school and you know the story from there.

Please forgive my tardiness and thank you so much. I hope I have the opportunity of working with you again some day.

Sincerely,
Linda Morgan
(Livingston Parish)

FROM SILSBEE:

Dear Mr. Reagan:

We would like to again express our appreciation to you and your company for the courtesies shown in inviting representatives from our school system to attend your annual Texas Nuclear Science Symposium at the University of Texas this past June. This is a fine gesture on your part and our students and staff look forward to this invitation each year.

If we can assist you in any way, please let us know.

Sincerely yours,
Don L. Hough
Superintendent
Silsbee Public Schools

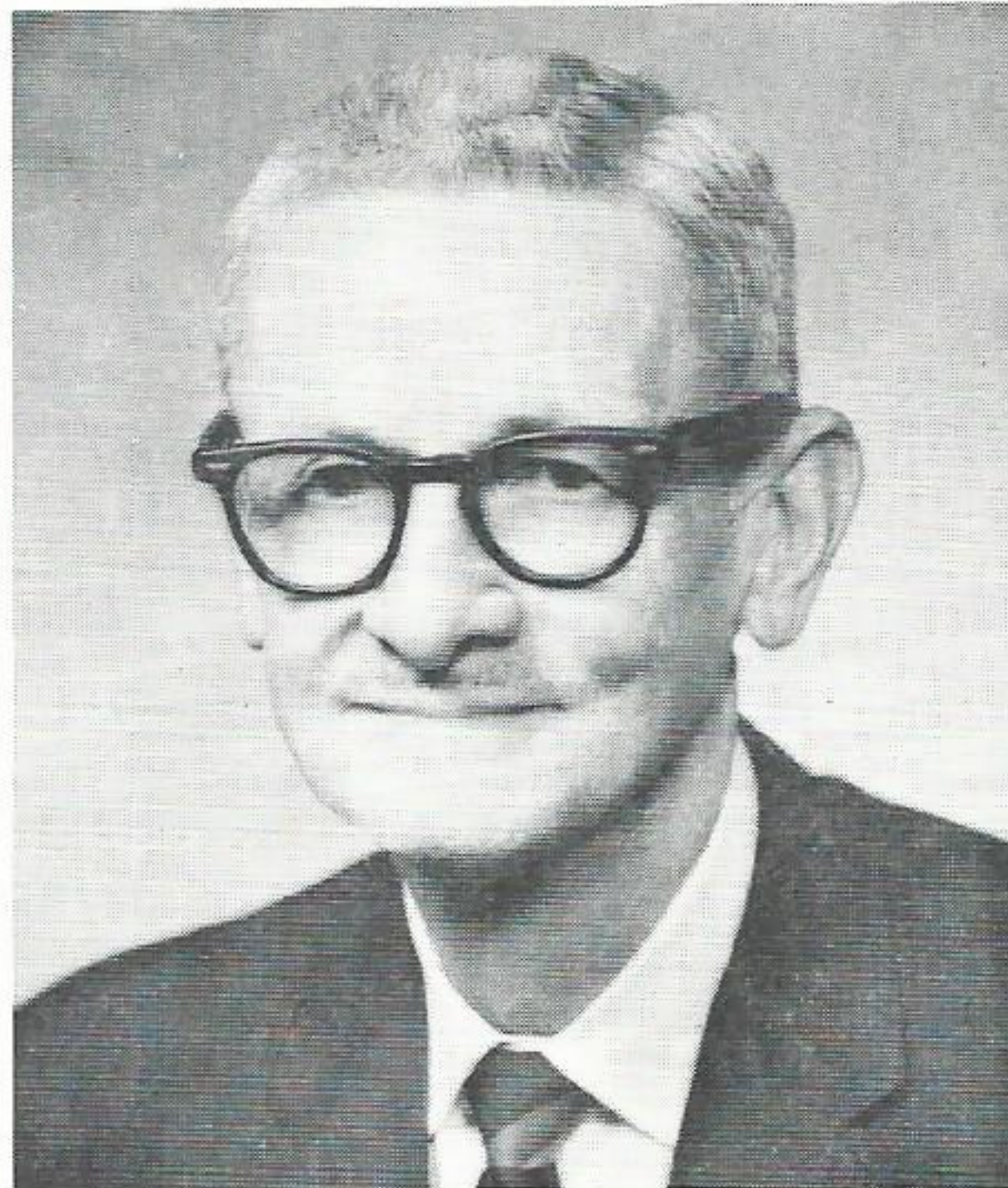
The Knoxville Journal reports that the Tennessee Valley Authority, which spent \$7 million overseas last year, already has spent \$10 million abroad in 1966—another facet of our balance-of-payments problem.

SERVICE AWARDS

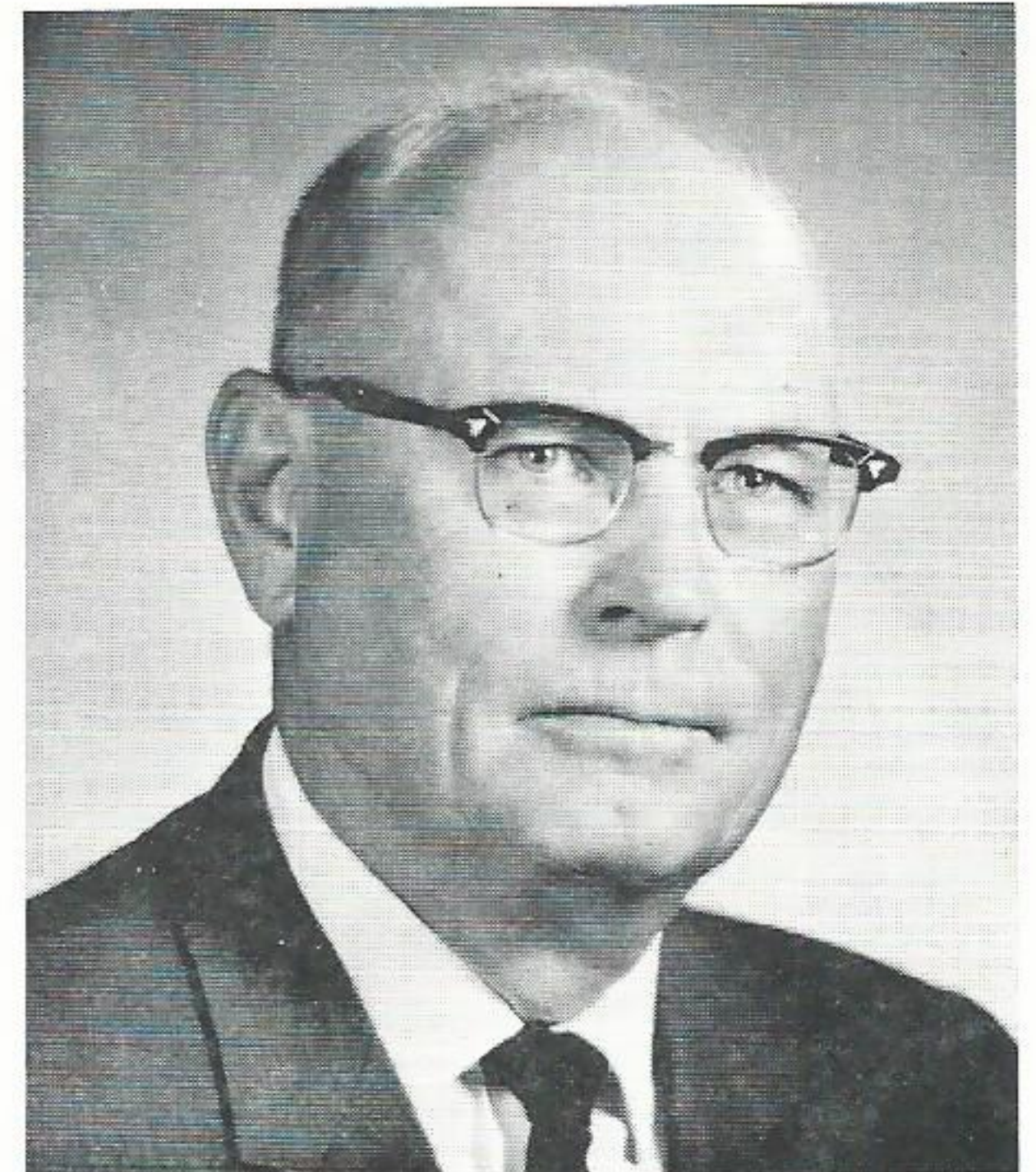
FORTY YEARS



R. B. Cash
Local Superintendent
Hull



Dan H. Poulson
Engineering Services
Beaumont



C. M. Scott
Manager
Port Arthur Division

THIRTY YEARS



John C. Siddall
Dist. Superintendent
Mid-County

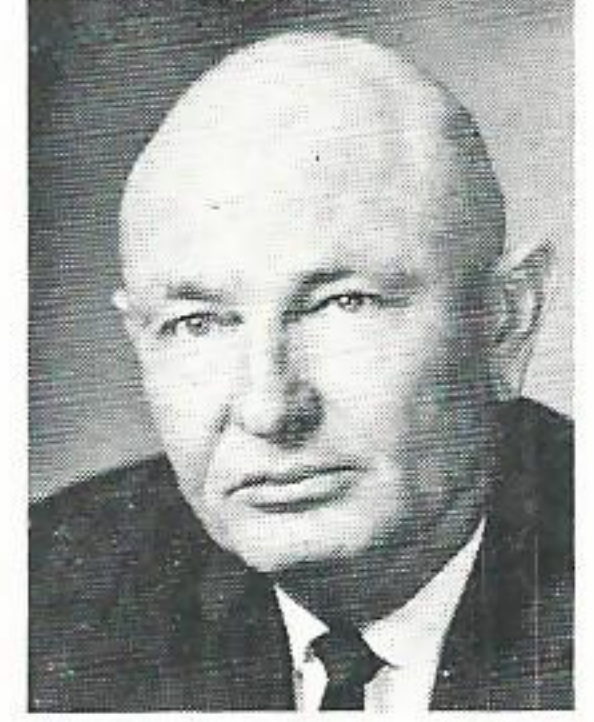
TWENTY YEARS



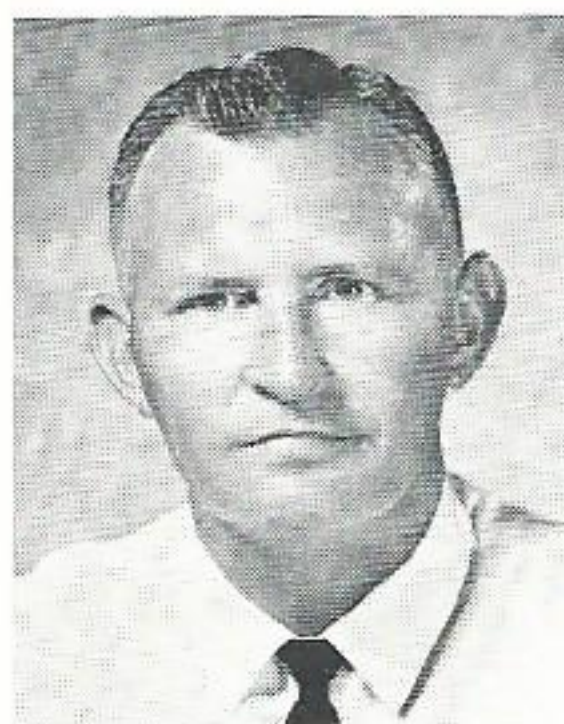
M. L. Goodwin
T&D
Lake Charles



M. A. Guidry
T&D
Lake Charles



O'Dell James
T&D
Port Arthur



S. J. LeBouef, Jr.
T&D
Orange



Willmer Ledbetter
T&D
Lake Charles

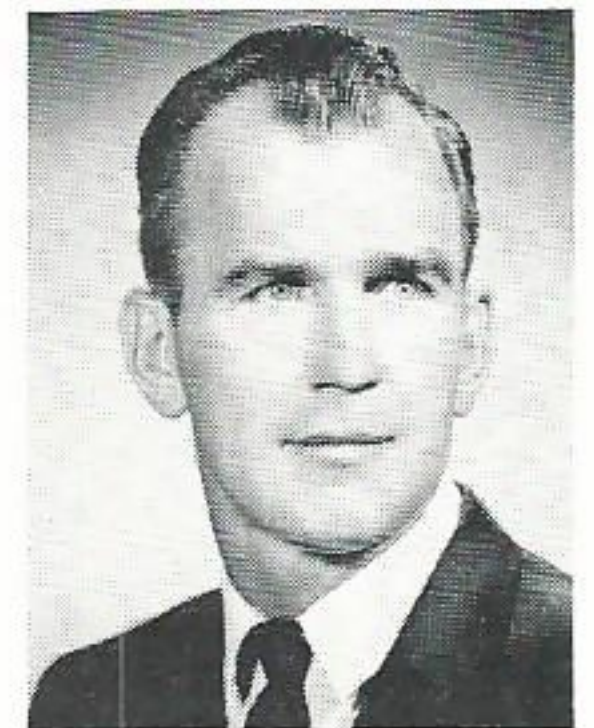


Mollie H. Matthews
Treasury
Orange



M. T. Robert
T&D
New Roads

TEN YEARS



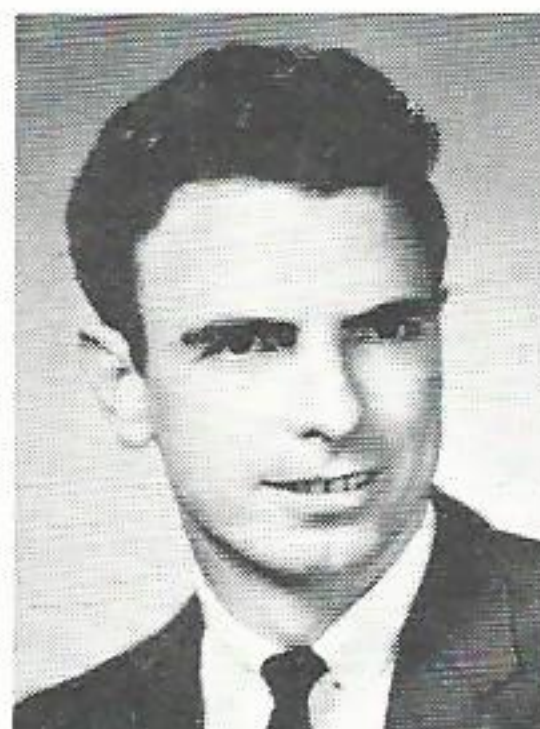
W. L. Allen
T&D
New Caney



R. T. Delaune
T&D
Maringouin



Deanna Fowler
Executive
Beaumont



M. E. Hollyfield
System Services
Beaumont



Ruth Taster
Treasury
Beaumont

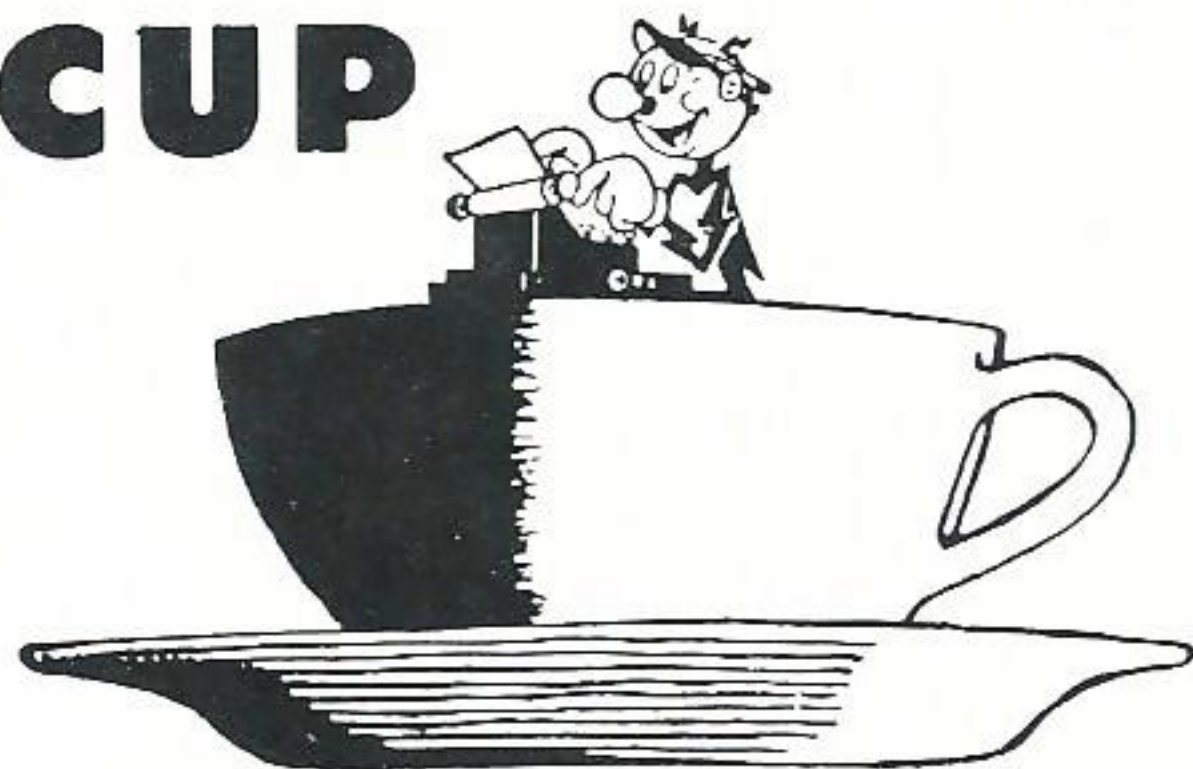


J. R. Stewart
T&D
Baton Rouge



M. R. Thibodeaux
T&D
Baton Rouge

COFFEE CUP



LAFAYETTE

LAFAYETTE DISTRICT has recently added some new employees — **Billy Ray Kennedy** and **Richard J. Higginbotham**, both helpers in T&D-Line, **Carman Guidry**, customer clerk, and **Jane David**, bookkeeper in Accounting.

Two employees were recently transferred — **Barbara Denais**, formerly bookkeeper, was transferred to the Sales Department as departmental clerk, and **George Arceneaux**, a helper-T&D-Line, was transferred to Engineering as an engineer's helper.

Horace "TuTu" LaCombe, residential sales representative, was the judge for the Shrimp Queen's Contest at the 16th Annual Delcambre Shrimp Festival at Delcambre, Louisiana, August 18.

Renix Broussard, line foreman, T&D, has returned to work on limited duty after being off ill for some time. Everyone is certainly happy to see him getting back in the groove.

—By *Lucina Guidry*

Recent Weddings

Willie F. O'Kelly, control operations foreman, Nelson Station, Lake Charles, and **Evelyn Jeneane Myers** were wed on July 22.

Audrey S. Philmon, clerk, General Accounting, Beaumont, was wed to **James T. Cannon**, August 19.

Carolyn A. Wilkinson, departmental clerk, T&D-Engineering, Beaumont, was wed to **Dennis R. Vickery** on August 4.

Leslie Allen Kelly, residential sales representative, Lake Charles, and **Jessie E. Eagles** were wed on August 27.

Alfrieda A. Mitchell, stenographer, Louisiana Station, Baton Rouge, was wed to **Alfred Garry Henderson** on August 12.

Carolyn J. Denby, departmental clerk, Corporation and Finance, Beaumont, was wed to **Danny Eugene Smith** on August 26.

ON THE MEND

J. P. PEVOTO, accounting supervisor, Port Arthur Division, is in St. Mary's Hospital in Port Arthur following a heart attack. Mr. Pevoto is doing nicely and can have visitors. Doctors expect him to be in the hospital for about three weeks. Mr. Pevoto is in Room 211.



BASEBALL CHAMPS. Grant, 12, and Gary, 10, are the sons of Mr. and Mrs. Gerald O. Dean, he's building and grounds maintenance supervisor, Beaumont Division. Grant was named to the Silsbee All-Stars and finished his last Little League season with over a .500 batting average. This was Gary's second year to play in the league.



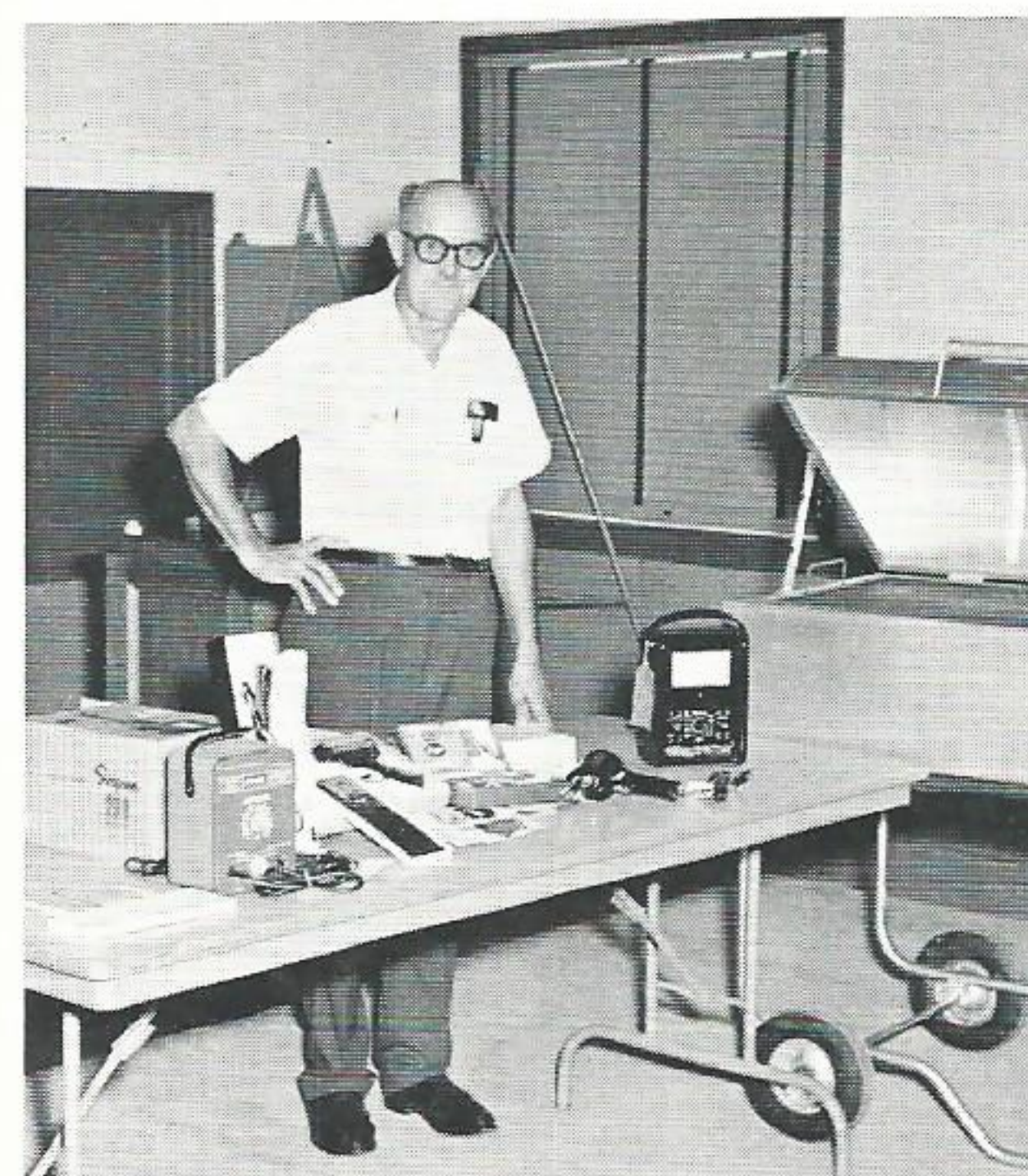
BATON ROUGE CITY CHAMPS. **Vernon Blanchard**, top right, switchboard operator, Louisiana Station, and **Keegan Zachary**, top left, employed by the school board, are very proud of this baseball team they coached. The team was sponsored by Greely Plumbing Company of Baton Rouge. The boys played in the American League, Class D, and became the city champs of Baton Rouge with a perfect record of 17 wins and no losses. The sons of three GSUers play on the team. They are: **Randy Blanchard**, third from left, sitting; **Doug Blanchard**, second from left, kneeling, sons of Mr. Blanchard; and **Greg Percel**, first from left, standing, son of Max Percel, Baton Rouge T&D.



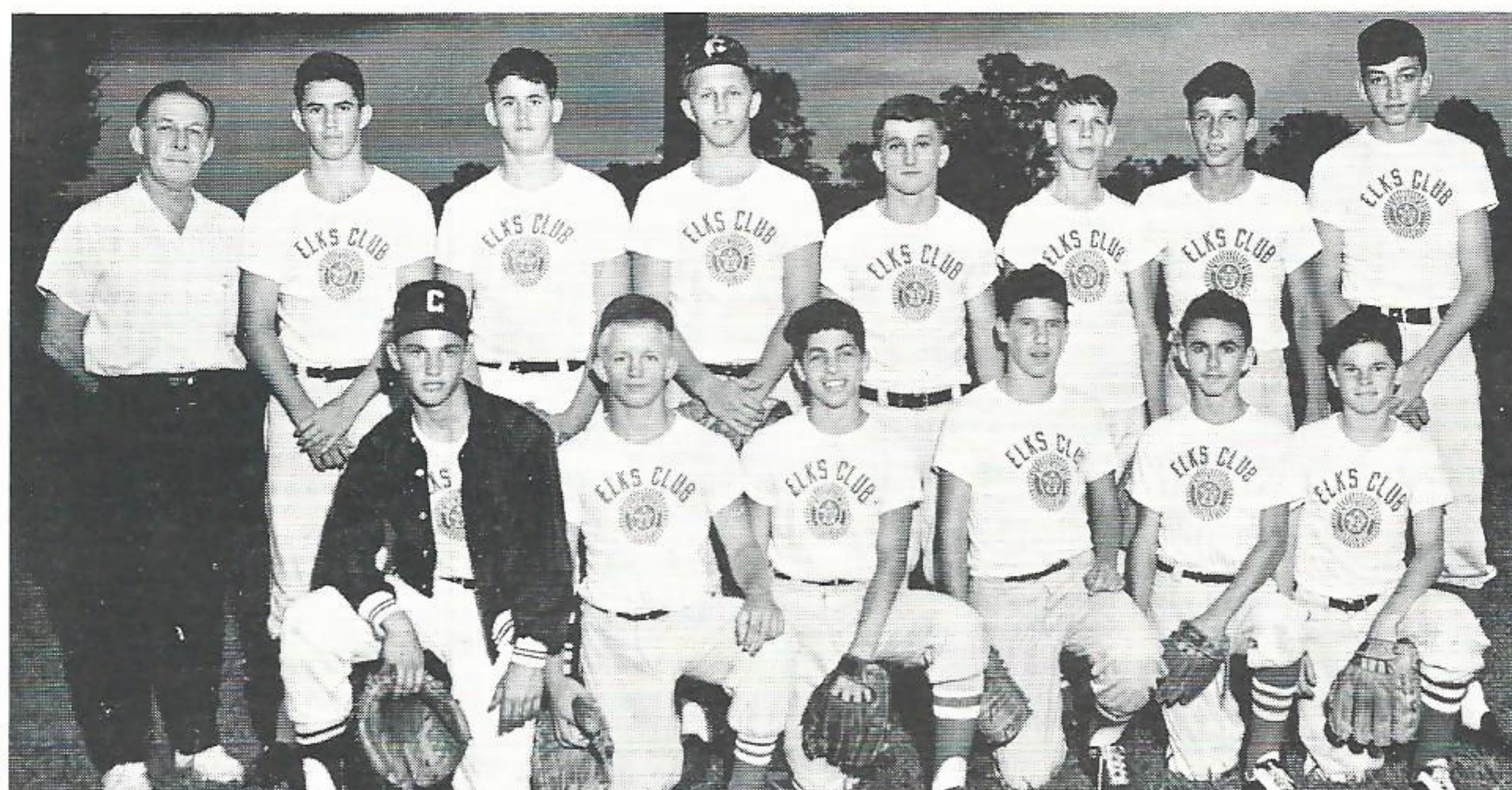
AWAITS THE STORK. **Charlotte Stelly**, Lafayette, Sales, recently left the Company to await the arrival of her first child in January. She is the wife of **Numa Stelly** and they live in Sunset, Louisiana. Mrs. Stelly has been with our Company since 1959. She was honored with a baby shower by her fellow employees as she left the Company.



ALL-STAR WINNERS. This little league team managed by Robert T. Singletary, Cleveland T&D, won ten games, plus winning the All-Star game, and lost two games last season. Mr. Singletary's son, Bobby, standing, second from left, was the Dodgers' catcher.



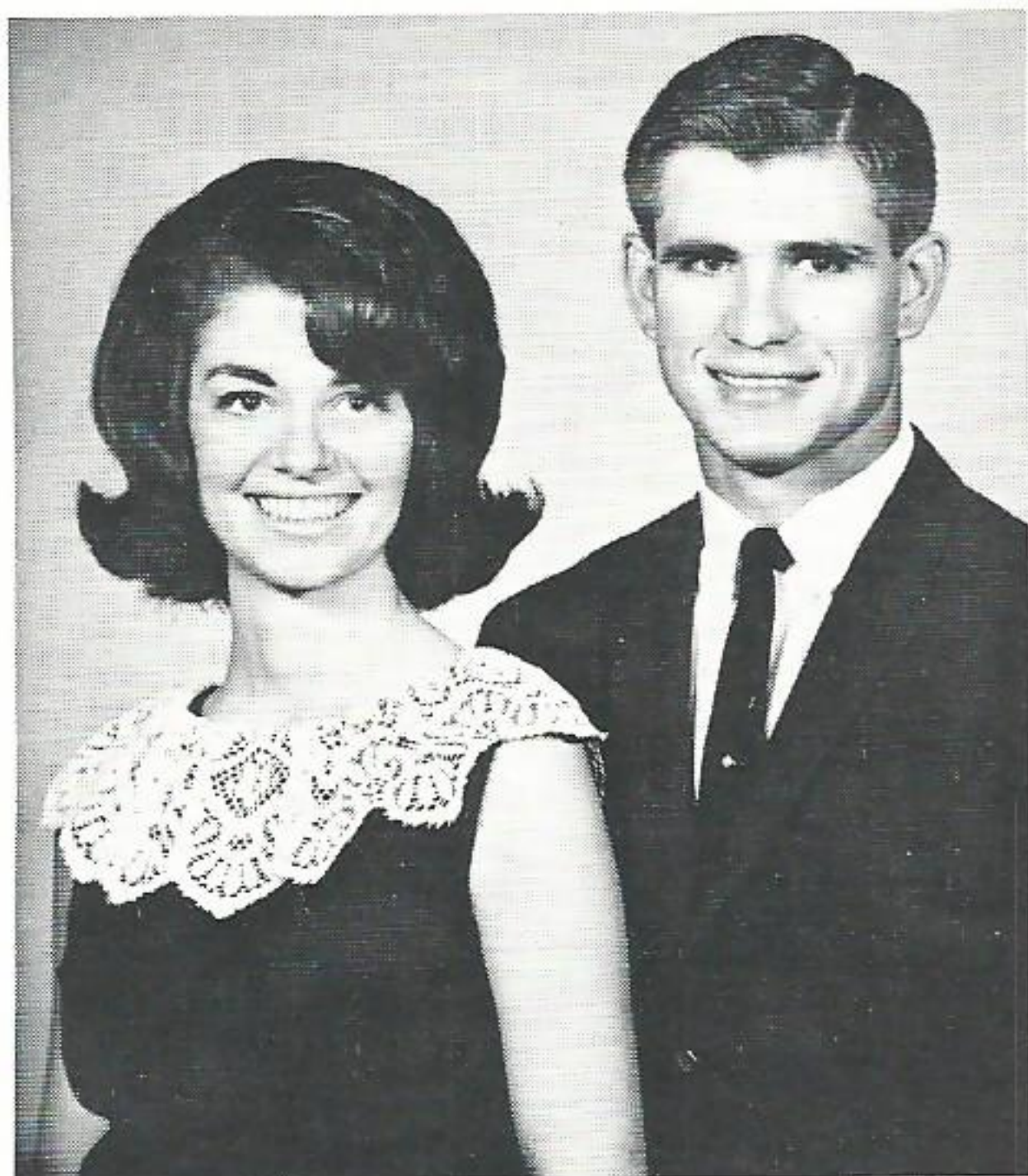
READY FOR RETIREMENT. J. O. Bauman, electric maintenance supervisor, Louisiana Station, looks over his retirement gifts the Louisiana Station employees presented him. Mr. Bauman retired August 1. He liked a few months of completing 50 years in the electrical utility field. He started to work on February 1, 1917. At the retirement party, Mr. Bauman told his friends, "I only wish that I have meant as much to you as all of you have meant to me."



CITY CHAMPS. Harry Breeden, Jr., son of Mr. and Mrs. Harry Breeden, he's a repairman first class at Louisiana Station, was the first baseman on this year's American Legion City Champs of Baton Rouge. Harry, Jr., is fifth from the right in the top row. The league is managed by Teddy Hennegan and the team will be sent to Houston for a trip to the Astrodome by the Elks Club.



MILLIONTH NATIONAL PARK VISITOR. Mr. and Mrs. Roy Hudspeth, he's district superintendent, Navasota, were accompanying Mrs. Hudspeth's sister and brother-in-law, Mr. and Mrs. Truett Allen of Duncanville, Texas, on a trip to Rocky Mountain National Park when the Allens were named the "Millionth Visitor" to the park. Mr. Allen is employed by Ling-Temco-Vaught Company, Grand Prairie. On hand for the honor were Supt. Fred Novak and Lou Canaiy, president of the Estes Park Chamber of Commerce.



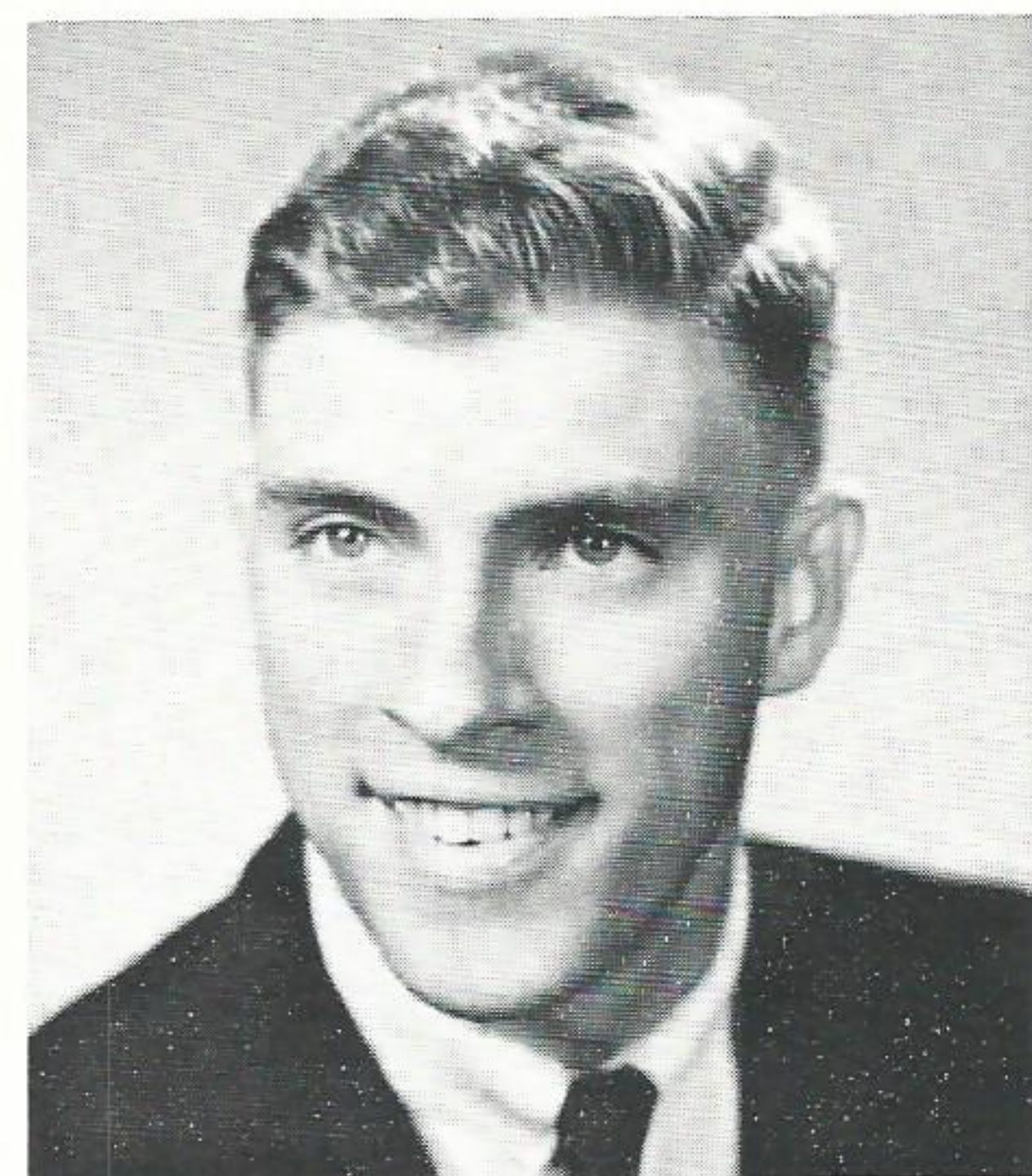
RECENTLY WED. Douglas Buck, residential sales representative, Madisonville, and Miss Shirlynn Ann Gaskamp were wed in a double-ring ceremony at St. John's Lutheran Church of Prairie Hill, September 3. The bride is a graduate of Brenham High School and is a 1966 graduate of Blinn Junior College. The bridegroom is a graduate of Brenham High School, Blinn College and is a 1965 graduate of Sam Houston State College. They are now making their home in Madisonville.



VACATION SAILORS. Dick Landry, supervisor, lighting sales promotion, and his family, Kyle, 5, Dianna, 7, and wife, Barbara, enjoy their California vacation and a trip to Catalina Island. Kyle and Barbara had their California vacation extended one week when Kyle turned up with the mumps while at Disneyland. The Landrys stayed with Dick's aunt and uncle at Santa Monica. There is a sad P.S. to their vacation. Dick also had his vacation extended. He came down with the mumps after they returned home and was out three weeks.



OPEN GIFTS. Mr. and Mrs. Robert E. Morton, Navasota, open gifts at a retirement party given Mr. Morton by the Navasota Division employees. He retired September 1 after nearly 38 years of service. Mr. Morton was operating superintendent for the Navasota Division at the time of his retirement.



ENTERS SEMINARY. James DeLatte, son of J. N. DeLatte, and brother of Helen DeLatte, Stores Accounting, Beaumont, completed his sophomore year at Loras College in Dubuque, Iowa, and this fall entered the Dominican Seminary at St. Peter Martyr Priory in Winona, Minnesota.



PRESENTED RETIREMENT GIFTS. J. Kirby Jones, superintendent of sales, Port Arthur Division, who retired August 1 after 40 years of service, holds up the granite-ware water dipper he was given by the employees of the Port Arthur Division. Actually the dipper was a stand-in for a silver ladle which didn't arrive in time for the party because of the airline strike. Helping Mr. Jones enjoy his gifts are: C. M. Scott, manager, Port Arthur Division; Mr. Jones; and the Jones' daughter, Mrs. Madison B. Wright, Jr., of Lake Jackson, Texas.

The federal government paid farmers \$2.4 billion in July for participating in the farm programs. Total payments this election year are expected to reach \$3.5 billion, \$1 billion more than last year, and one fourth of this year's net farm income, reports the Arizona Farm Bureau Federation.



Mr. and Mrs. Donald Ray Andreski, substation operator at Navasota, a son, **Donald Ray, Jr.**, July 25.

Mr. and Mrs. Joseph D. Schatzle, test technician first class, Nelson Station, on their third daughter, **Darlene Louise**, July 14.

Mr. and Mrs. Carl M. Johnson, truckdriver, Baton Rouge T&D-Line, a son, **Christopher Michael**, July 13.

Mr. and Mrs. Anthony D. Perot, helper, Baton Rouge T&D-Line, a son, **Charles Damon**, July 4.

Mr. and Mrs. Richard T. Green, internal auditor, Treasury-Audit, Beaumont, a son, **Richard Thomas, Jr.**, August 5.

Mr. and Mrs. Aubrey M. Smith, engineer, System Engineering - Informa-

tion Services (Planning), Beaumont, a daughter, **Donna Katherine**, July 16.

Mr. and Mrs. William C. Tolbert, engineer, System Engineering - Engineer Services (Project), Beaumont, son, **Ritchie Daune**, August 7.

Mr. and Mrs. Louis Valsin, Jr., T&D-Line, Port Arthur, a son, **Louis Crandal**, July 2.

Mr. and Mrs. Carl A. LeJeune, Jr., meter reader, Port Allen, a daughter, **Julie Anne**, July 12.

Mr. and Mrs. Bobby L. Clay, mechanic's helper, Test Department, Neches Station, Beaumont, a son, **Bobby L. II**, August 5.

Mr. and Mrs. Kerney P. Latiolais, auxiliary operator, Willow Glen Station, Baton Rouge, a daughter, **Denise Lydette**, July 27.

Mr. and Mrs. Robert L. Gary, apprentice, T&D, Jennings, a daughter, **Lisa Marie**, August 21.

Mr. and Mrs. William F. Michaux, III, engineer's helper, T&D, Beaumont, a son, **William Francis, IV**, August 14.

Mr. and Mrs. James C. Davis, lineman first class, T&D-Line, Port Arthur, a daughter, **Andrea**, July 22.

Mr. and Mrs. Julius R. Poole, primary and special tester, Meter Department, Port Arthur, a son, **Ronald Chadwick**, August 21.

Mr. and Mrs. Harold W. LaFosse, administrative assistant, Treasury, Beaumont, a daughter, **Lana Louise**, August 19.

Mr. and Mrs. Juett D. Blevins, helper, T&D-Line, Beaumont, a son, **Robin Troy**, August 27.

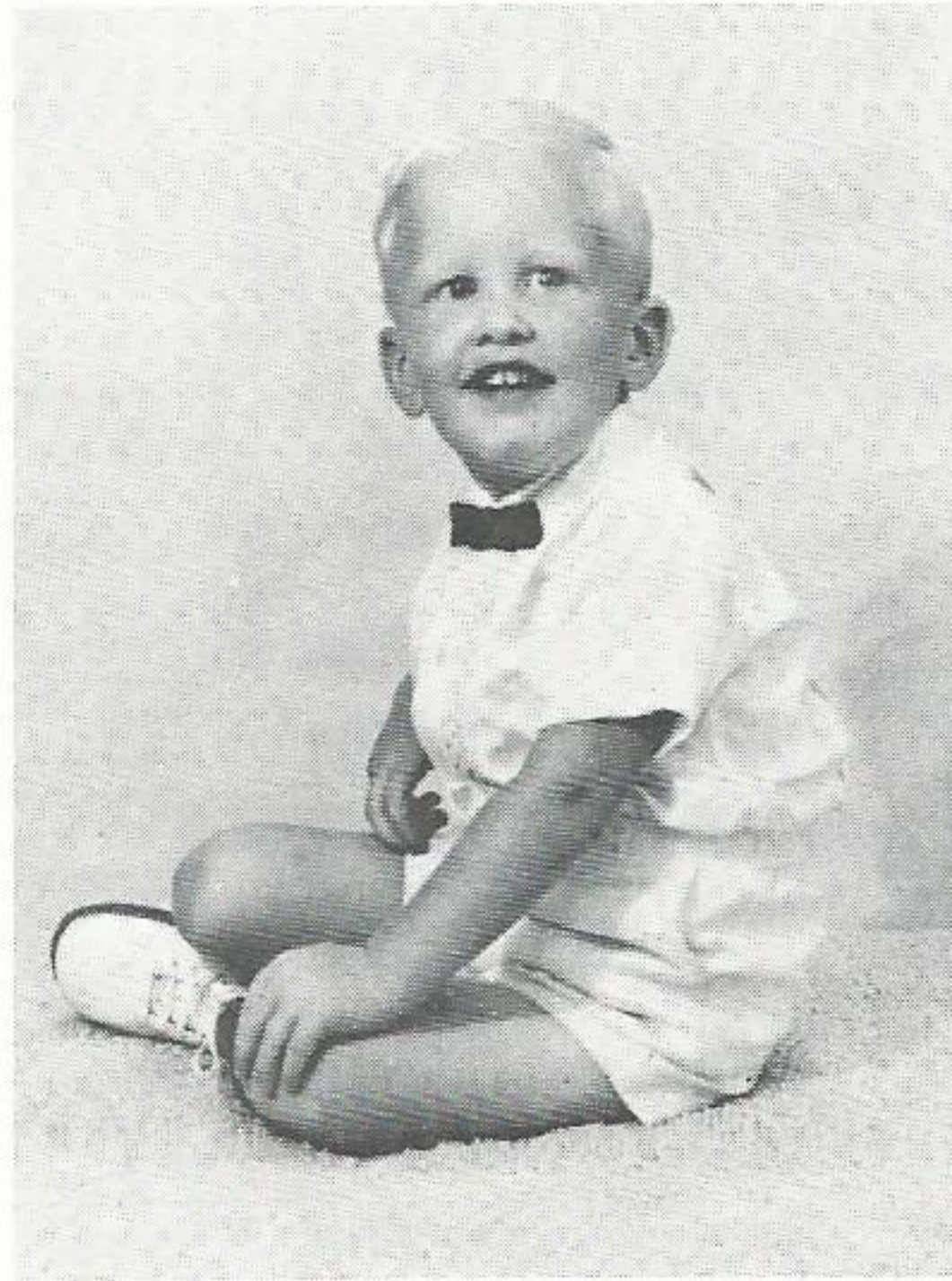
Mr. and Mrs. Marvin F. Vincent, repairman first class, Louisiana Station, Baton Rouge, a daughter, **Ramelle Fay**, August 18.



KEEPING COOL. Sean Thomas Hayes, three-years old and only grandchild of Jack Hemphill, control operations foreman, Sabine Station, found that the lawn sprinkler was a good way to beat the Texas heat as he visited his grandparents in their new home at 322 Nancy Drive, Bridge City. Sean Thomas lives in Greenville, South Carolina.



MEET KENNETH BERNARD, JR. Kenneth Ray, son of Kenneth Ray Bernard, Sr., storekeeper at the Government Street Service Center, Baton Rouge, was two years old on June 9.



MEET YOUNG MR. DUBE. Mark is the two-year-old son of Mr. and Mrs. Weldon Dube. His dad is employed at Neches Station and his mother, Nell, was formerly employed in the Beaumont Division manager's office.



A NEW GRANDSON. This is William Albert Miller, III, better known as Bert. He is the grandson of Mr. and Mrs. W. Albert Miller, I, of Navasota and Mr. and Mrs. Jack Kirkland, manager, Baton Rouge Division. Grandpa Miller agrees that he looks like Grandpa Kirkland, but has a sweet disposition like his Grandpa Miller.



Member
BILLION DOLLAR CLUB

GULF STATES UTILITIES COMPANY

BE IT KNOWN BY THESE PRESENTS
THAT THE ABOVE IS A MEMBER OF
THE LOUISIANA BILLION DOLLAR CLUB,
HAVING CONTRIBUTED TO THE BILLION
DOLLAR EXPANSION OF LOUISIANA
INDUSTRY DURING THE ADMINISTRATION
OF GOVERNOR JOHN J. McKEITHEN.


CHAIRMAN, LOUISIANA BOARD OF COMMERCE AND INDUSTRY

LOUISIANA The Right-To-Profit State



Company Honored for its Louisiana Expansion

ON AUGUST 3, our Company and the four other investor-owned electric utilities serving Louisiana, hosted the so-called "Billion Dollar Banquet" at Baton Rouge. The dinner, attended by Governor John McKeithen, members of his staff, other state officials and representatives of some 250 Louisiana-based industries, honored the governor and the industries for their roles in bringing about Louisiana's Billion Dollar Industrial Expansion in the past 26 months.

Sponsor of the historic event was the Louisiana Industrial Development Association (L-IDEA).

Coordinator and banquet chairman was Virgil Shaw, sales superintendent, Baton Rouge Division, who is a member of L-IDEA. The Louisiana State Department of Commerce and Industry was instrumental in making this a most successful affair.

As an expanding industry, our Company received this certificate.

Louisiana, with its vast natural resources, able leadership and industrial development teamwork, is a great, rapidly growing state, with a future as bright as we can make it.

Plain Talks

RETURN POSTAGE GUARANTEED

THE DRIVE ABOUTS

AT THIS SPEED WE DON'T WANT HIM
HANGING THAT CLOSE! PUT ON YOUR
RIGHT TURN SIGNAL AND DRIVE
INTO THE GAS STATION!

A CASE OF
HIGHWAY HYPNOSIS!
HE CLAIMS YOUR HAT
FASCINATED HIM!

KEEP YOUR EYES
MOVING!